

132

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	SU	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
Rating: 4.2												
V5 Comment Changed, Rate Changed												
	*2	TH	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/13-09/13	1	1	1	\$250.00	
Rating: 1.6												
V5 Comment Changed, Rate Changed												
	*3	F	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/14-09/14	1	1	1	\$250.00	
Rating: 1.6												
V5 Comment Changed, Rate Changed												
	*4	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/17-09/17	1	1	1	\$250.00	
Rating: 1.6												
V5 Comment Changed, Rate Changed												
	*5	TU	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/18-09/18	1	1	1	\$250.00	
Rating: 1.6												
V5 Comment Changed, Rate Changed												
	*6	SA	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/15-09/15	1	1	1	\$325.00	
Rating: 3.2												
V5 Comment Changed, Rate Changed												

Rep Order# 9816642 Ver# 7 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/11/2012 4:38 PM
Last Received: 09/11/2012 4:32 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD-4

Estimate# 912918

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

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LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

*7 TH 7A-8A GOOD DAY UTAH
Rating: 3.0
V5 Comment Changed, Rate Changed

:30

\$375.00

09/13-09/13

1

1

1

\$375.00

*8 M 7A-8A GOOD DAY UTAH
Rating: 3.0
V5 Comment Changed, Rate Changed

:30

\$375.00

09/17-09/17

1

1

1

\$375.00

*9 TU 7A-8A GOOD DAY UTAH
Rating: 3.0
V5 More than 2 codes changed

:30

\$375.00

09/18-09/18

1

1

1

\$375.00

*10 W 8A-9A GOOD DAY UTAH
Rating: 3.0
V5 Comment Changed, Rate Changed

:30

\$375.00

09/12-09/12

1

1

1

\$375.00

*11 F 8A-9A GOOD DAY UTAH
Rating: 3.0
V5 Comment Changed, Rate Changed

:30

\$375.00

09/14-09/14

1

1

1

\$375.00

*12 TU 8A-9A GOOD DAY UTAH
Rating: 3.0
V5 Comment Changed, Rate Changed

:30

\$375.00

09/18-09/18

1

1

1

\$375.00

*13 SA 630P-7P SEINFELD
Rating: 3.5
V5 Comment Changed, Spots/week Changed

:30

\$400.00

09/15-09/15

0

0

0

\$0.00

*15 SU 2P-230P NFL POST GAME 2
Rating: 6.0
Sales Remark: V7 REV
X

:30

\$1,800.00

09/16-09/16

1

1

1

\$1,800.00

V5 Comment Changed, Rate Changed
V7 Time Changed, Comment Changed

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LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
*16	TH-F		5P-6P	NEWS	:30	\$400.00	09/13-09/14	1	1	1	\$400.00	
	V5	Added										

---REPORT TOTALS---

Report Totals: 14 / \$6,100.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$8,900.00

Sales Totals: 15 / \$8,900.00

Station Totals: 15 / \$8,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,500

CABL 0%	KDLI 0%	KJZZ 0%	KSL 20%	KSTU 20%
KTVX 17%	KUCW 0%	KUTV 43%	UNKB 0%	UNKN 0%

Books null
Demos RA35+